

Message Text

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PAGE 01 KUWAIT 04767 160620Z

11

ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 HUD-02 /032 W

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R 160416Z NOV 75

FM AMEMBASSY KUWAIT

TO USDOC WASHDC

INFO SECSTATE WASHDC 4077

AMEMBASSY BRUSSELS

AMEMBASSY JIDDA

AMEMBASSY TEHRAN

UNCLAS KUWAIT 4767

E.O. 11652: N/A

TAGS: BEXP: KU

SUBJECT: NATIONAL HOUSING AUTHORITY AWARDS CONTRACT TO JAPANESE CONSORTIUM.

1. GOK'S NATIONAL HOUSING AUTHORITY, WHICH PLANS TO BUILD 6,000 UNITS PER YEAR, HAS AWARDED FIRST OF SEVERAL CONTRACTS TO JAPANESE CONSORTIUM. FIRST CONTRACT FOR APPROX 3,500 HOUSES INCLUDES WATER, SEWER LINES, ELECTRICITY, SHOPPING AREAS, SCHOOLS AND MOSQUES. NHA PLANS AWARD FOUR MORE "PACKAGES" OF APPROX 3,000 UNITS EACH WITHIN COMING YEAR AND APPROACH WHICH LED TO JAPANESE SUCCESS MAY INTEREST U.S. FIRMS.

2. THREE JAPANESE GROUPS JOINED FORCES TO OFFER NHA COMPLETE TURN-KEY PLAN: FINANCIAL COMPANY WITH ACCESS TO CONSTRUCTION MATERIALS AND EQUIPMENT, ARCHITECT/ENGINEERING FIRM, ANX CONSTR KTION FIRM WITH EXPERIENCE IN HOUSING. TWO FIRMS HAD PRIOR EXPERIENCE IN KUWAIT. IN ADDITION, CONSORTIUM HAD GUARANTEED ACCESS TO LABOR FROM KOREA AND TAIWAN.

3. NEXT PROJECT LIKELY TO BE AWARDED IN MID-DECEMBER, ANOTHER IN MID-FEBRUARY FOLLOWED BY AT LEAST TWO MORE IN 1976. TWO OF THESE LIKELY TO EMPLOY CONVENTIONAL HOUSING CONSTRUCTION (MASONRY) AND TWO WILL USE PRE-FAB
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SYSTEM. NHA NOW EVALUATING FOUR PRE-FAB SYSTEMS, TWO OF

WHICH U.S. EACH PACKAGE WORTH APPROX. \$200 MILLION.

4. TO DATE, U.S. FIRMS HAVE APPROACHED NHA WITH INDIVIDUAL PROPOSALS, I.E., CONSTRUCTION, ENGINEERING, AND MATERIALS SEPARATELY. NHA TOLD EMBOFF CONSORTIUM APPROACH WAS PARTICULARLY IMPORTANT TO NHA WHICH HAMPERED BY SMALL STAFF UNABLE TO DEAL WITH NUMEROUS INDIVIDUAL PROPOSALS. LABOR SUPPLY WILL PROBABLY REMAIN FORMIDABLE PROBLEM FOR THOSE U.S. FIRMS WHICH HAVE LITTLE OR NO EXPERIENCE IN CONTRACTING OVERSEAS. ONE SOLUTION COULD BE PARTNERSHIP WITH ONE OF LARGER KUWAITI CONTRACTING FIRMS WHICH ALREADY HAS CONTACTS WITH LABOR SUPPLIERS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975KUWAIT04767
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750399-0357
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751139/aaaabjaa.tel
Line Count: 74
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 22 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 SEP 2003 by chicheje>; APPROVED <29 JAN 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NATIONAL HOUSING AUTHORITY AWARDS CONTRACT TO JAPANESE CONSORTIUM.
TAGS: BEXP, KU
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006